



LEADS GROUP

A program of the Delphos Area Chamber of Commerce
Objective & Guidelines

Purpose:

A network group for businessmen and women taking the opportunity to flourish through:

- Exchange of quality business leads – resulting in new customers and increased sales for your business!
- Building relationships & rapport with other business professionals
- Developing/practicing a good sales presentation
- Involvement in the Chamber –this *ALSO* increases your exposure
- Educating each other -sharing industry knowledge, advice, best practices, etc.

Leads Group Members are **Partners in Business** –committed to doing business with fellow members in the form of either direct business or serving as liaisons to the public for one another.

This group is dependent upon its members working together to grow, support, and enhance each other's business. *We as a whole should rely on each other to be dedicated to this objective in all aspects of our business life!*

Eligibility:

- Must be a current member of the Delphos Area Chamber of Commerce –dues may not be more than thirty days past due (including Leads dues)
- Availability of open seat -Only one member per profession or specialty can be in a group.
- If an application is received from a business in a particular industry already in the group, they will be added to a waiting list, and will be eligible to join when the spot becomes available.
- New applicants will be reviewed and accepted with a majority vote by the group.
- Each Leads group will have a minimum of 8 and maximum of 14 members.
- Each Leads Group must have at least one DACC Board of Directors member as a participant of the group.

Cost:

\$20.00 per quarter, billed quarterly

Meetings:

1st and 3rd Tuesday at 8:00a, at the Chamber office (310 N. Main, Delphos) or at specified member location. (Meetings will not be held if Delphos Schools are delayed or cancelled.)

Each meeting, every member has the opportunity to give a one-minute business presentation or "commercial" and one member is scheduled to give a ten-minute business presentation.

The 10-minute presenter is asked to provide a light breakfast or snack (donuts/bagels/fruit/muffins, etc.) as well as a small prize/gift to be given at the end of the meeting to a group member that provided a Lead to another member during the meeting.

- Use this opportunity to highlight the great things going on in your business.
- Be creative, use your imagination! -Change it up each meeting by telling the group something unique about your business (new products, seasonal products/ services, business solutions you'd like to share, new marketing techniques, etc.).
- Treat this as a sales call –this is an open door to talk about you products & services.
- Don't assume people understand what you do . . . teach them!
- You're encouraged to use visual effects to more clearly demonstrate your message.

Members are invited to bring guest speakers. If you'd like to invite a speaker that you feel would benefit the group, please fill out a Guest Speaker form and schedule in advance.

Scheduling for presentations is done on a quarterly basis.

Members are allowed to invite potential new members or customers as a guest once, only if they are a current Chamber member. An application must be filled out and accepted prior to attending a second time.

Leads:

- Contact information of or referral to someone connected to a group member who has expressed interest in purchasing a product or service represented by another group member.
- Any leads deemed acceptable by the recipient:
 - Cold Lead* –has not requested your service, but is a good lead for you
 - Warm Lead* –contact may or may not need your service but would like to hear from you
 - Hot Lead* –has discussed doing business with you; contact immediately
- Leads can be obtained anywhere, such as social or business functions, family events, luncheons, or seminars. Leads can be passed among group members at group meetings or outside the scheduled meeting time.
- A Leads card must be turned in for each lead.

Accountability:

- Maximum of three absences per six month period –remember, you cannot receive or give leads if you are not here. Please communicate absences when possible.
- You may have a substitute representative attend in your absence.
- Respect –show your commitment to your group by arriving promptly and prepared for meetings and give fellow members their scheduled and fair time to speak.
- The Chamber asks that you relinquish your position in the group if you are no longer able to contribute effectively to the group due to scheduling or other conflicts.
- If eligibility requirements are not met during the quarter, members may be counseled regarding effectiveness within the group.
- Failure to meet basic guidelines of the DACC Leads Group may warrant the Group voting a member out of the Leads Group.